



SAMKNOWS PRESENTATION TO THE FCC
8 AUGUST, 2012 | WASHINGTON D. C.

- MBA III -

Measuring Broadband America

*Working in open collaboration, to
build a transparent measurement collection and reporting
methodology, and to publish a freely available dataset of US
consumer broadband performance, since 2010.*

Achievements

- ✓ Two reports completed, tens of billions of data points published (ready to be published)
- ✓ An approved test methodology (Academics, Industry, Consumer Interest, Government).
- ✓ A dedication to openness and transparency (a code of conduct as our good faith agreement)
- ✓ Underpinned by support and participation of ISPs and M-Labs
- ✓ As always, an open invitation to any/all stakeholders, (everyone is welcome!)

Key Dates



- SK circulate sample plan
- Top-up recruitment
- All test servers online



- Collection starts
- Platform/ Methodology freeze
- Customer validation



- Collection ends
- Customer validation
- Report presentaion starts

MBA III

Project Operations



Recruitment

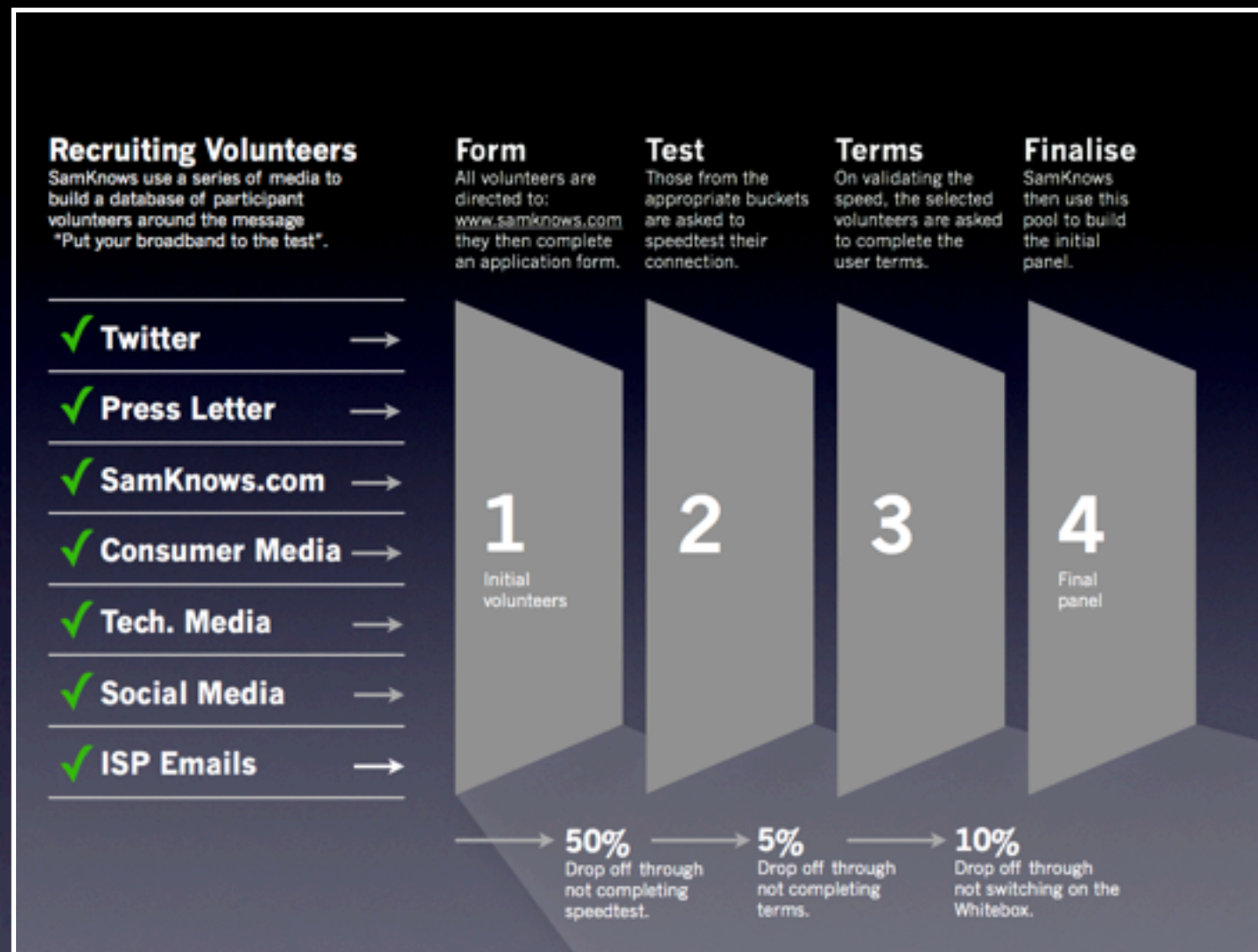
Validation

Customer Data

Test Nodes

Report Debrief

Open Sourcing Test



Recruitment



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Sample Plan Whitebox Calculation



- Each base cell needs a minimum of 50
- 3 Service Tiers = 150
- x 2 Geographies = 300
- x 3 ISPs = 900

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✓ Operators can filter on parameters such as service tier, measurement parameter, time series, etc.

✓ Allows identification of network issues impacting user experience.



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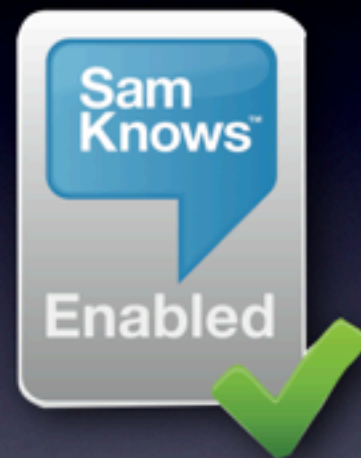
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